

Date: Nov. 3, 2004

Local News

- We produce more than 25 hours of local news each week on KWCH.
- In addition, we produce local news and weather cut ins for our satellite stations KBSH, KBSD and KBSL.
- We also rebroadcast our late local news each night, during the overnight hours.
- We also produce 3.5 hours of local news for the Clear Channel Fox station, KSAS.
- The majority of our staff is dedicated to producing local news and information for our viewing area.

Local Public Affairs

- We provide an average of five call-in segments per week for viewers to call in and talk to experts on various topics.
- We provide an average of ten 2:00 minute segments each week for community leaders to talk about their upcoming events and activities. Much of this airtime is given to 501C3 organizations.
- We provide weekly segments on agriculture news from a local expert. We are the only television station providing local agriculture content.
- We provide consumer alerts from the former Kansas Attorney General during our Fox newscasts.
- We ask for viewer questions and answer them regularly on the air. We do this in two regularly franchisees: "Ask the Doctor"; and "Ask Storm Team 12."
- We have sponsored the "Severe Weather Fair" with Sedgwick County to inform Kansans about severe weather and safety issues
- We produce and air travel phone banks for viewers during Thanksgiving and Christmas holidays to provide customized forecasts for viewers
- We produce :30 spots about important issues dealing with crime, health and weather to provide important information to our viewers. (Example: flu shots, West Nile Virus, etc)

Programming

- We have a Community Advisory Board that meets quarterly. We discuss community issues and seek input from them on programming and news content.
- We use a national polling firm to give us information about things our viewers are interested in our community. We use this for news, marketing and programming decisions.
- We air Wichita State Basketball games during the winter months, to provide local sports coverage for KWCH.
- At KBSD we air a live parade associated with the main rodeo held each summer.
- We air Kansas City Chiefs pre-season games.
- We produce two weather programs that focus on spring and winter weather. The programs run at least twice each. The programs educate viewers about weather, safety and the procedures we use to inform them of severe weather.

Emergency Programming

- We regularly air on-the-scene coverage of emergencies, disasters, traffic accidents; any event that might effect our viewers.
- We also issue alerts via the email to inform people of severe weather, or emergency situations.
- We regularly cover severe weather and break in to regular programming. We have numerous letters in our public file thanking us for our weather coverage; these letters are from viewers and emergency management personnel
- We have three ENG vans that can do live shots, as well as a Satellite truck . We also have a mobile unit, called Sat Cam that can feed in live pictures (such as a tornado) while driving down the highway. It's a tool that keeps our viewers informed and safe.
- Many of our crews have mobile PDA's that they can use to immediately send in weather information from the field. This investment in technology is another way we work to provide viewers with timely information to keep them out of harms way.
- We have spent thousands of dollars to upgrade our weather equipment so we can provide the most accurate and reliable information to our viewers. We are currently spending \$225,000 to upgrade our Doppler radar system to improve it's coverage.
- We participate in the AMBER and EAS programs.

Political Programming

- We offer all candidates running for state-wide office free air time. The 2:00 minute segments run during our morning and 5 PM newscasts. The segments also run at 9:25 PM during our Fox newscast.
- We have an intensive plan that we execute in news to cover elections, it includes but is not limited to:
 - o Truth Watch stories on political ads run on our television station
 - o Issue stories - we compare the candidates on top issues in key races
 - o Survey USA - we utilize a polling company to determine viewer interests
 - o We provide election results (national and local) on our website
 - o We provided video of the Presidential debates on our website
 - o We cover many campaign events, but often run them in the context of issue related news stories.
 - o We use the last segment of the 10 PM news to focus on key issues. For example we did a week's worth of long-form interviews to focus on the vote for a new downtown arena. We also interviewed candidates for Governor in this same way. We use this newscast because it's our top-rated newscast that reaches approximately 100,000 adults each night.

Music

- We provide a weekly segment called "Go!" that focuses on cultural and musical events in the community.

Community Activities/ Programming

- We televise and produce an annual food drive telethon with the "Kansas Food Bank"
- We promote an annual food drive to solicit donations for food contributions for the "Kansas Food Bank"
- We promote the "Goodwill -Easter Seals Festival of Trees" to raise money for these charities
- We televise and produce an annual telethon for "Goodwill- Easter Seals"
- We run "Hispanics Today" at 6:30 AM on Sunday morning, along with a promotional schedule for the program.
- We cover many events and stories affecting all aspects of our community. These are outlined in our quarterly FCC report.

- We post community events on our website and run PSA's that include the events
- We run a weekly segment that focuses on community events for parents
- We run military holiday greetings during newscasts in December from those who serve in the armed services.
- We air pictures of homes from our viewers with festive holiday lights in December.
- We hold a "Top of the Class" breakfast for top scholars in our viewing area and run PSA's featuring each student and their school
- We sponsor a college fair, which is free to students. The high school seniors meet with representatives from state colleges and members of the military.
- We provide airtime to a number of Public Service Related Campaigns, they include but are not limited to:
 - o The Wichita Grand Opera - to promote this 501C3 Charity
 - o Adopt a School - Targets volunteers and supplies for schools
 - o Wichita Aviation Museum - to raise funds for this 501C3
 - o Exploration Place - Great Outdoor Days
 - o United Way - Dr. Phil Family First Phone bank to provide assistance to parents
 - o Sedgwick County Zoo - to raise funds for this 501C3
 - o Victory in the Valley - cancer support group, we sponsor their annual walk
 - o Music Theater of Wichita - we promote upcoming events with airtime
 - o American Red Cross - Relief Fund for Hurricane victims
 - o Wichita Symphony Orchestra - Fall Pops Concert, promote with airtime
 - o Kansas State Fair- major sponsor, live coverage, airtime
- Many of our employees volunteer for charities, or serve on boards, these include but are not limited to:
 - o Board - Kansas Association of Broadcasters
 - o Board- Music Theater of Wichita
 - o Member -Newton Chamber of Commerce
 - o Member - Hutchinson Chamber of Commerce
 - o Member - Wichtia Chamber of Commerice
 - o Member - Dodge City Chamber of Commerce
 - o Member - Hays Chamber of Commerce
 - o Board - The Carole Kneeland Project for Responsible Television Journalism
 - o Board - The Kansas Sunshine Coalition for Open Government
 - o Board - The Elliott School of Communication Community Advisory Board
 - o Board - Starky Inc
 - o Board - Goodwill Easter Seals
 - o Board - Kansas Food Bank
 - o Volunteer - Women Build 2004 Habitat for Humanity

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 KWCH, KBSH, KBSD, KBSL